CONTRACT

WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

MEDIA STRATEGIES & RESEARCH VA
11350 RANDOM HILLS ROAD
SUITE 670
FAIRFAX, VA 22030

Contract / Revision	Alt Order #
343458 /	

Product

Contract Dates	Estimate #	
10/29/12 - 11/06/12	**12708**	

Advertiser	Original Date / Revision
DSCC-KAINE FOR SENATE 2012	10/23/12 / 11/14/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WRC	Kaitie Conway	Washington DC

Special Handling

Demographic
RA35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
42650	28809

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRC	10/29/12	11/06/12	5-6A NEWS4 @5AM	5A-6A		:30			NM	7	$5,670.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	11111--	5	$810.00							
Week:	11/05/12	11/11/12	11-----	2	$810.00							
N 2	WRC	10/29/12	11/06/12	6-7A NEWS4 @ 6AM	6A-7A		:30			NM	7	$12,600.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	11111--	5	$1,800.00							
Week:	11/05/12	11/11/12	11-----	2	$1,800.00							
N 3	WRC	10/29/12	11/06/12	7-9A TODAY SHOW	7A-9A		:30			NM	7	$18,900.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	11111--	5	$2,700.00							
Week:	11/05/12	11/11/12	11-----	2	$2,700.00							
N 4	WRC	11/03/12	11/03/12	News 4 Sat 6am 6-7a	6A-7A		:30			NM	1	$900.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-----S-	1	$900.00							
N 5	WRC	11/03/12	11/03/12	Saturday Today 7-9a	7A-9A		:30			NM	1	$1,800.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-----S-	1	$1,800.00							
N 6	WRC	11/04/12	11/04/12	News Sun 6-7a	6-7a		:30			NM	1	$900.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							

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FOR NBC & TELEMUNDO STATION CONTRACTS:
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FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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Contract / Revision	Alt Order #
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Contract Dates	Product	Estimate #
10/29/12 - 11/06/12		**12708**

Advertiser	Original Date / Revision
DSCC-KAINE FOR SENAT	10/23/12 / 11/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays ------S	Spots/Week 1	Rate $900.00							
N 7	WRC	11/04/12	11/04/12	Sunday Today 8-9a	8-9A		:30			NM	1	$2,700.00
	CDR											
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays ------S	Spots/Week 1	Rate $2,700.00							
N 8	WRC	10/29/12	11/06/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	2	$2,700.00
	CDR											
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays -1-----	Spots/Week 1	Rate $1,350.00							
Week:	11/05/12	11/11/12	1------	1	$1,350.00							
N 9	WRC	10/29/12	11/06/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	2	$2,000.00
	CDR											
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays ---1---	Spots/Week 1	Rate $1,000.00							
Week:	11/05/12	11/11/12	-1-----	1	$1,000.00							
N 10	WRC	10/31/12	11/05/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	2	$625.00
	IP											
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays --1----	Spots/Week 1	Rate $400.00							
Week:	11/05/12	11/11/12	1------	1	$400.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*WRC*	*11/05/12-11/11/12*		*11A-12P MIDDAY NEWS*	*11A-12P*	M----------	*:30*		*~~$400.00~~*	*NM*		
	See MG 10.3											
	PREEMPT											
3	WRC	11/05/12-11/05/12		11A-12P MIDDAY NEWS	11A-12P	M----------	:30		$225.00	NM		
Ⓜ	MG for 10.2 11/05											
N 11	WRC	11/03/12	11/03/12	Inside the Rdskins	10-11a		:30			NM	1	$750.00
	IP											
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays -----S-	Spots/Week 1	Rate $750.00							
N 12	WRC	10/29/12	11/06/12	Ellen	3P-4P		:30			NM	6	$4,810.00
	CDR											
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays 11-11--	Spots/Week 4	Rate $800.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WRC*	*10/29/12-11/04/12*		*Ellen*	*3P-4P*	MTu-ThF----	*:30*		*~~$800.00~~*	*NM*		
	See MG 12.7											
	DNA-SEVERE WX COVERAGE											
7	WRC	11/06/12-11/06/12		5-6A NEWS4 @5AM	5A-6A	-Tu--------	:30		$810.00	NM		
Ⓜ	MG for 12.1 10/29											
Week:	11/05/12	11/11/12	11-----	2	$800.00							
N 13	WRC	10/29/12	11/06/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	7	$7,560.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							

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10/29/12 - 11/06/12		**12708**

Advertiser	Original Date / Revision
DSCC-KAINE FOR SENAT	10/23/12 / 11/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	11111--	5	$1,080.00						
Week:		11/05/12	11/11/12	11-----	2	$1,080.00						
N 14	WRC	10/29/12	11/06/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	6	$9,720.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	11111--	5	$1,620.00						
Week:		11/05/12	11/11/12	1------	1	$1,620.00						
N 15	WRC	10/29/12	11/06/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	6	$10,800.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	11111--	5	$1,800.00						
Week:		11/05/12	11/11/12	1------	1	$1,800.00						
N 16	WRC	11/05/12	11/05/12	7-730P NBC NIGHTLY NEW	7P-730P		:30			NM	1	$10,000.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/05/12	11/11/12	M------	1	$10,000.00						
N 17	WRC	11/04/12	11/04/12	630-7P NBC SU NIGHTLYNE	630-7P		:30			NM	1	$6,300.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	------S	1	$6,300.00						
N 18	WRC	11/02/12	11/02/12	730-8P ACCESS HOLLYWO	730P-8P		:30			NM	1	$5,500.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	----F--	1	$5,500.00						
N 19	WRC	11/05/12	11/05/12	The Voice	8-10p		:30			NM	1	$11,500.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/05/12	11/11/12	M------	1	$11,500.00						
N 20	WRC	10/31/12	10/31/12	Law & Order SVU	9P-10P		:30			NM	1	$7,000.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--W----	1	$7,000.00						
N 21	WRC	11/01/12	11/01/12	Office/Parks	9P-10P		:30			NM	1	$9,500.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	---T---	1	$9,500.00						
N 22	WRC	11/03/12	11/03/12	Drama Encore	10P-11P		:30			NM	1	$1,200.00
	IP											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	-----S-	1	$1,200.00						
N 23	WRC	10/29/12	11/02/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	5	$18,000.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						

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10/29/12 - 11/06/12		**12708**

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	11111--	5	$3,600.00						
N 24	WRC	11/03/12	11/03/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	1	$3,600.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	-----1-	1	$3,600.00						
N 25	WRC	11/04/12	11/04/12	Late News (NFL)	1130P-1205a		:30			NM	1	$3,600.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	------1	1	$3,600.00						
N 26	WRC	10/29/12	10/31/12	1135-1237A TONIGHT SHO\	1135P-1237A		:30			NM	2	$3,000.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	1-1----	2	$1,500.00						
									Totals		73	$161,635.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/06/12	73	$161,635.00	$137,389.75
Totals	73	$161,635.00	$137,389.75

Signature: _____ **Date:** _____

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